

UNIVERSITI
TEKNOLOGI
MARA



SUIT VINTAGE FURNITURE

ENT300 Business Plan [JBM1195B]

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For : Miss Rosmah Abdul Ghani @ Ismail

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27th August 2015

Miss,
Submission of Business Plan Proposal (ENT300)

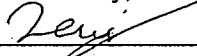
Referring to the above statement, we would like to submit the proposal of our final project paper for ENT300 subject.

2. This business plan was finished according to the guidelines and requirements given according to the subject related. This business plan is created to serve as a guide and prototype for a business proposed deal which covers the top management starting with general manager followed by the administration, marketing, operation, and financial aspects.

3. We hope our recommended business plan will fulfill your obligations. It is fully on us if there are any errors or lack in any parts. In addition, we appreciate any inspiring comments or remarks on our project in order to improve our business and ourselves.

4. Last but not least, thank you for your guidance and time to go through our business plan and analyzing it. We will be really thankful if you accept and approve our business plan. Finally, with our excellent cooperation, it will enhance a good collaboration.

Yours sincerely,



(Muhammad Zamir Bin Nazam Azhari)

General Manager,
SUIT VINTAGE FURNITURE.

ACKNOWLEDGEMENT

ASSALAMUALAIKUM WARAHMATULLAHI WABARAKATUH

Alhamdulillah, praise to Allah S.W.T for giving us opportunity to finally completed our business proposal for ENT300 subject.

We are accepting this as a challenge and impeachment since it will shows our passion and enthusiasm in defeating the challenges. For prospect of the business, this project plan of business may be the path for us, to practice our credibility and interest in different way, to be as a guideline to encourage us becoming an educative and success business people or entrepreneur.

Next, we would like to thank our beloved lecturer, Miss Rosmah Abdul Ghani @ Ismail for giving us blessings and moral support and also being so helpful in completing this business proposal.

Then, we would like to thank our respective parents for being very supportive in various ways. We also would like to thank our classmates from JBM1195B for being very cooperative and honestly giving and sharing ideas among classmates, leading to a better friendship among us and become an excellent class among all. Also, not to forget, thanks to our respective roommates for being very helpful and supportive whenever we feel down and blue.

Lastly, we would like to thank our group partners, Nurul Shahirah Binti Mohd. Zuliadaini, Nabilah Natasya Binti Mohd. Noh, Nur Asyikin Binti Mahfud Affandi, Muhammad Imran Arif Bin Mohd. Nasir, Muhammad Zamir Bin Nazam Azhari and Shahril Azman Bin Hashim for being so patient and tolerant until we could overcome any hurdles that was coming toward us in any way. Thank you so much.

INTRODUCTION

1.1. Name of the company : SUIT VINTAGE FURNITURE

1.2. Nature of Business : Manufacturing and designing furniture

1.3. Industry Profile :

- Our business is owned actively by partnership , incorporated as SUIT VINTAGE FURNITURE
- Our business provide manufacturing well-designed furniture
- Our target market solely focusing on affordable buyer and well-established family

1.4. Location of the business : No. 9 , Jalan Kartunis U1 / 47 , 40150 Shah Alam , Selangor Darul Ehsan , Malaysia

1.5. Date of business commencement : 01st January 2016

1.6. Factors in selecting the proposed business :

- We choose this business because mainly we have the interest in designing furniture
- We have the experiences in manufacturing the furniture
- This kind of business is affordable to success and reach its peak in the future

1.7. Future prospects of the business :

- We are providing new and innovative products and it differs from other kind of products in some ways , resulting in higher demand from consumers
- In 6 years in the future , we have always putting on faith that our business is for all people of different level of income in Malaysia
- We are also planning to expand our branches by opening several other stores around Peninsular Malaysia and let our products be well-known globally.

PURPOSE

As we already know , business plan is one of the tools that required to be prepared in order to open and starting the business. Business plan is written documents which describe the purposed business to be undertaken in the comprehensive and serious manner. It is also known as a project paper, working paper, business proposal or prospectus.

A business plan is a written summary of entrepreneur, purpose business venture, it's operational and financial detail, its target market opportunities and strategies, and its manager's skills and ability. The plan serves as an entrepreneur's road map and clue on a journey toward building a successful and ever-lasting business. It described the direction of the company is taking, what its goal are, where it's want the company to be, and how it's going to get there. They are many purposes of business plan as stated below :

- 1.1.To evaluate the project viability and growth potential**
- 1.2.To apply for loans or financing facilities from the relevant financial institutions**
- 1.3.To act as a guideline for the management of the proposed business**
- 1.4.To allocate business resources effectively**

Hopefully this plan can be used to convinced and reassured the business achieve the target and give a good profit.